Stamp Day 2017
Scphila 17 in the music box village

Swiss cow
Swiss born and bred

Pro Juventute "At school"
Awakening memories

4/2017

Special sheet: Love

Focus on stamps

The Collector's Magazine

SWISS POST

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Credit card no. ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

Expiry date (month/year) ☐☐☐☐

Date/Signature: _____

iStock

Dear Reader

I love you. Three small words that mean so much to us. We all like to hear them, for who does not want to be loved? But do we say it often enough to our loved ones? When did we last take the time to express our love with a letter? A letter that the recipient can hold in their hands and keep for ever, a letter that shows we deliberately set aside the time to write to them. Does this thought inspire you to put pen to paper again? Our "Love" special stamp is the perfect opportunity to match up a stamp to your message.

It gives me great pleasure to present the latest edition of Focus on stamps. As well as the "Love" special stamp, you will also find a colourful bunch of stamp motifs, ranging from quintessentially Swiss cows to railway stations, from Stamp Day to memories of schooldays. As it is already the last issue of Focus on stamps this year, we mustn't forget our Christmas stamps either. When it comes to these stamps, we know that personal taste and individual preferences count for more. Since this year's Christmas stamps also feature famous carols, this does not make the challenge any easier, but certainly makes the stamps more interesting. Read more on page 6.

Regardless of your own particular tastes, I wish you, dear reader, and your loved ones a serene and joyous festive season.

Thank you for your loyalty and I wish you an enjoyable read!

Roman Heini
Head of Stamps
& Philately

Cover page: View of Sainte-Croix. Photo: Christophe Carisey

Gstaad Saanenland Tourism

The topics covered in this edition of Focus on stamps range from looking forward to Christmas, reminiscing about our schooldays, to one of the most iconic symbols of Switzerland, the Simmental cow.

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Event calendar for the first half of 2018

Month	Key	Date	City	Occasion
January	F	19.1.		Focus on stamps 1/2018: The Collector's Magazine
March	**I**	**1.3.**		**Issue date 1/2018**
	F/E	Date to follow *	Milan	Milanofil18
April	F	6.4.		Focus on stamps 2/2018: The Collector's Magazine
	CS	16.4.	Zurich	Sechseläuten
May	**I**	**17.05.**		**Issue date 2/2018**
	F/E	3.-5.5.	Essen	28th International Stamp Fair

* The exact date of the trade fair in Milan was not known by the copy deadline.

Key
- I Issue date for stamps/postal stationery
- F Focus on stamps (The Collector's Magazine)
- F/E Fair/Exhibition
- CS Cancellation service (items issued at the stamp counter or sent to Lyss cancellation service. See the latest PhilaNews for more details)

Subject to changes and additions. You can always find the latest version at swisspost.ch/stamps.

Issuing programme

Issue date: 1 March 2018
Featured in: Focus on stamps 1/2018

No.	Value	Description
4	**5.35**	**Special stamps Animals of the forest**
	0.85	Great spotted woodpecker
	1.00	Red squirrel
	1.50	Roe deer
	2.00	European badger
1	**1.25**	**Special stamp with surcharge** 175 years of Swiss stamps
1	**1.00**	**Special stamp** 75 years Swiss Mountain Aid
1	**0.85**	**Special stamp** 60 years Swiss League Against Rheumatism
2	**2.00**	**Special stamps 125 years Schynige Platte Railway and Wengernalp Railway**
	1.00	125 years Schynige Platte Railway
	1.00	125 years Wengernalp Railway
2	**4.00**	**Maximum cards 125 years Schynige Platte Railway and Wengernalp Railway**
	2.00	125 years Schynige Platte Railway
	2.00	125 years Wengernalp Railway
2	**1.85**	**Special stamps #culturalheritage2018 (European Year of Cultural Heritage 2018)**
	0.85	Prehistoric pot / underwater archaeology
	1.00	Sogn Benedetg chapel, Surselva
1	**1.00**	**Special stamp** 100 years SUVA

Subject to change.
Status: August 2017

Focus on stamps online

Discover the new online edition of "Focus on stamps" now – with interesting content and interactive elements!

magazine-focus-on-stamps.ch

Hourly time adjustment on cancellations in post offices to cease

From 1 September 2017, the date stamp for cancellations in post offices will no longer be adjusted every hour. This is because the exact time of acceptance of barcoded items and inpayments is also documented in Swiss Post's systems.
The date stamp will now show the same cut-off time for accepting mail throughout the day. However, staff will still continue to stamp the specific hour on philatelic items on request.
Please see PhilaNews for more information about the cancellation service.

Example of date stamp

Lausanne stamp counter on the move

On 11 October 2017 the Lausanne 1 stamp counter will reopen in our Lausanne 2 post office. The counter team had to take care of many small details for the move. We put some questions to the counter's Karin Grange-Pleisch.

Will customers see any new developments at the Lausanne 2 stamp counter?
No, our standard range of services will remain the same. The only difference is that we will now be receiving our customers in the pleasant atmosphere of a wonderful old listed building.

You must have had some unusual experiences while working for Swiss Post. Is there any particular thing that stands out in your mind?
For several years I've been helping at special post offices in Switzerland as well as stamp exhibitions abroad. I'm always meeting really interesting people there.

Is there anything in the product range that is especially popular with visitors?
In recent years various notable stamps have been issued, e.g. the embroidery stamp, the wooden stamp and the chocolate stamp complete with chocolate aroma, to name just a few. This year the baby animal stamps and the panorama stamps with the Churfirsten mountain range have been very popular, and especially the limited miniature sheet that gives off the scent of quince.

What do you find fascinating about stamps?
Their beauty and their variety, and the fact that just a little bit of paper can spark so much enthusiasm.

Are you a passionate collector yourself?
I'm afraid I don't have the time for it. But now and again I do buy stamps that I like a lot.

What are you looking forward to most when the new stamp counter is opened?
I was fortunate enough to have already worked in this lovely building from 1985 to 2000 so I'm really looking forward to returning to it. I'm also looking forward to working with former colleagues and new ones, and to the fresh challenges.

Postshop and Philately team at Lausanne 2 St-François. Karen Garcia, Birwar Kamil and Karin Grange-Pleisch

Swiss Post's General Terms and Conditions of Business concerning the purchase of stamps and philatelic items form an integral part of individual orders and are tacitly accepted by each customer who sends an order.
These Terms and Conditions can be ordered by telephone (+41 [0]848 66 55 44) or by e-mail (stamps@post.ch). They are also available at swisspost.ch/gtc-phila.

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Music in the picture

Christmas carols are always very popular, and four of the best-known ones feature as motifs on our "Christmas" special stamps.

Eduard Ebel, Joseph Mohr, James Lord Pierpont … these names may not mean anything to you. But you probably know the songs they wrote by heart, as they have long since become part of our culture and our identity.

The lyrics of "Silent Night" were originally taken from a Christmas poem written by assistant priest Joseph Mohr (1792–1848) from the Austrian village of Arnsdorf and Franz Xaver Gruber composed the hauntingly beautiful melody. Today the carol is sung in countless languages around world.

"Jingle Bells" was written in the mid-19th century by the American composer James Lord Pierpont. Although strictly speaking it is not a Christmas carol, it is sung all over the world at Christmas time.

In the case of "We wish you a merry Christmas", the writer is lost in the mists of time. A traditional English carol dating back to the 16th century, it also looks beyond Christmas to the beginning of the New Year.

"Snow falls softly at night" was written – and possibly also composed – by Protestant pastor Eduard Ebel (1839–1905). However, he may also have taken up an old folk tune. At any rate, he himself considered it a nursery rhyme.

Order using the enclosed order form or at postshop.ch

Christmas

CHF 0.85 Silent Night • **CHF 1.00** Jingle Bells • **CHF 1.50** We wish you a merry Christmas • **CHF 2.00** Snow falls softly at night

Set
A173 150 ★
A173 550 ⊙
CHF 5.35

Set of blocks of four
A173 160 ★
A173 560 ⊙
CHF 21.40

Sheet of 10 stamps

0.85 Silent Night
A173 361 ★
A173 381 ⊙
CHF 8.50

1.00 Jingle Bells
A173 362 ★
A173 382 ⊙
CHF 10.00

1.50 We wish you a merry Christmas
A173 363 ★
A173 383 ⊙
CHF 15.00

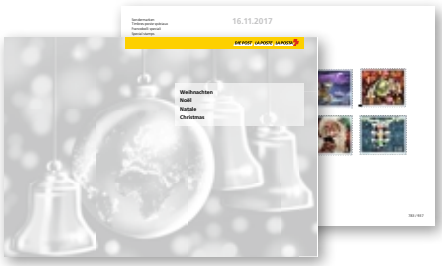
2.00 Snow falls softly at night
A173 364 ★
A173 384 ⊙
CHF 20.00

Set on first day cover C6
A173 580 ⊙ *only* *CHF 6.25*

Single stamp on first day cover C6
(4 covers)
A173 600 ⊙ *only* *CHF 8.95*

Block of four on first day cover C6
(4 covers)
A173 630 ⊙ *only* *CHF 25.00*

Unstamped cover C6
A173 700
CHF 0.90



Folder/collection sheet
A173 640 ★
A173 650 ⊙ *CHF 6.15*

Christmas cards with covers and stamps*
Set of 4 A6 double cards with the motif "Silent Night", 4 C6 covers and 4 "Silent Night" Christmas stamps (CHF 0.85) (not affixed)
A173 951 ★ *only* *CHF 9.20*

Christmas cards with covers and stamps*
Set of 4 A6 double cards with the motif "Jingle Bells", 4 C6 covers and 4 "Jingle Bells" Christmas stamps (CHF 1.00) (not affixed)
A173 952 ★ *only* *CHF 9.80*

* These articles are not delivered as part of a standing order.

Key ★ = mint ⊙ = cancelled

Sales
Philately: From 9.11.2017 to 31.12.2018
Post offices: From 16.11.2017, while stocks last

Validity
Unlimited from 16.11.2017

Printing
Offset, 4-colour; Joh. Enschedé, Haarlem, Netherlands

Sizes
Stamps: 33×28 mm
Sheet: 82×198 mm (open), 82×99 mm (folded); 5 rows of 2 stamps

Paper
White stamp paper with optical brightener, self-adhesive, on backing paper, 196 gm²

Perforation
Serpentine cut (4 sides)

Design
Boris Pilleri, Berne

First day cover motif

First day cancellation

Christmas market in Wienacht-Tobel

Wienacht's traditional Christmas market will take place on the first Sunday in Advent. Swiss Post is issuing a special cancellation to mark the occasion.

A special year-end offer

This year's multilateral product includes a total of 17 original 2017 Christmas stamps issued in Switzerland, Liechtenstein, Germany, Austria and Luxembourg.

Christmas market 2017 "Wienacht-Tobel"

Special cover C6
franked with the special stamp "Jingle Bells" (CHF 1.00) and cancelled with the special cancellation "9405 Wienacht-Tobel 3.12.2017"
A173 991 ⊙ *only* *CHF 1.90*

Unstamped special cover C6
A173 992
CHF 0.90

The "Christmas market 2017 'Wienacht-Tobel' " articles are not delivered as part of a standing order.

Multilateral Christmas set for 2017

Multilateral Christmas set with 17 stamps
2017 issue by Switzerland, Liechtenstein, Germany, Austria and Luxembourg.
Article available in German only.
A173 990 ★ *only* *CHF 17.00*

This product is not delivered as part of a standing order.

Key ★ = mint ⊙ = cancelled

By camel to Bethlehem

Once again this year, Swiss Post will be setting up a special Bethlehem post office in the "Tscharni" café and community centre from 12 to 15 December. The designer of this year's Christmas stamps, Boris Pilleri, has created a special cancellation to match the CHF 1.00 stamp.

Special cancellation

Special post office Bethlehem

Date: 12 to 15 December 2017

Place: Special post office Bethlehem, "im Tscharni",
Café und Quartierzentrum, Waldmannstrasse 17, 3027 Berne

Directions: Tram no. 8 to Tscharnergut tram stop

Opening times:

Tuesday, 12 December	1 to 5 p.m.
Wednesday, 13 December	9 a.m. to 12 noon / 1 to 5 p.m.
Thursday, 14 December	9 a.m. to 12 noon / 1 to 5 p.m.
Friday, 15 December	9 a.m. to 12 noon / 1 to 5 p.m.

A letterbox will also be set up from 12 December (1 p.m.) until 15 December (5 p.m.).

Letters mailed and franked with valid postage stamps will also be cancelled. Please use the correct franking amount (this also applies to registered items). **These should be sent in a franked envelope by no later than 14 December 2017 to the following address:** PostalNetwork, Retail Logistics, "Bethlehem" Cancellation Service, Werkstrasse 41, 3250 Lyss. Please include a stamped self-addressed envelope so that the article for cancellation can be returned to you. Thank you.

Order using the enclosed order form or at postshop.ch

Christmas special 2017 "Bethlehem"

Special cover "Bethlehem" C6
franked with the special stamp "Jingle Bells" (CHF 1.00) and cancelled with the special cancellation "3027 Bern 27 Bethlehem 12–15 December 2017"
A173 141 ⊙ *only* *CHF 1.90*

Unstamped special cover C6
A173 142
CHF 0.90

2017 Christmas card, unstamped
A6, four pages, printed greetings in Ge, Fr, It, En
A173 143 *CHF 0.90*

The "2017 'Bethlehem' Christmas special" items are not delivered as part of a standing order.

Key ★ = mint ⊙ = cancelled

Swiss born and bred

Cows not only dominate the Swiss landscape and Swiss agriculture, they have also come to symbolize our country. This is particularly true of the Simmental breed of cows featured on countless souvenirs – and now also on one of Swiss Post's special stamps.

Simmentals are a genetically pure breed of cattle that could be seen as quintessentially Swiss. Unlike many of their peers, they have never been crossed with other breeds. As their name suggests, they originate from the valley of the Simme River in the Bernese Oberland. Today they can be found throughout Switzerland, notably in mountainous regions. Moreover, they have proved to be an export hit: today, some 50 million cows around the world can claim Simmental ancestry!

The stamp was designed by graphic artist Lisa Behmel in the style of old-fashioned Swiss tourist posters: "The style is timelessly modern and eye-catching, and it works in postage stamp format too." The design is intended to highlight the unique qualities of the breed and also symbolize the beauty of the surrounding nature, reduced in size and shown in contrast-rich, colourful tones." To ensure the cow was accurately represented, the designer gained valuable tips from breeder Ueli Bach, in particular as regards the exact shape of their characteristic horns.

Order using the enclosed order form or at postshop.ch

Swiss cow

CHF 1.00

Single stamp
A177 150 ★
A177 550 ⊙
CHF 1.00

Block of four
A177 160 ★
A177 560 ⊙
CHF 4.00

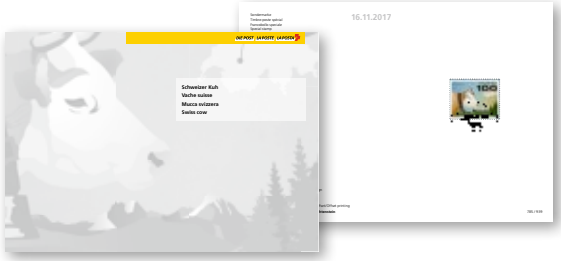
Sheet of 16 stamps
A177 111 ★
A177 511 ⊙
CHF 16.00

Key
★ = mint
⊙ = cancelled

Unstamped cover C6
A177 700
CHF 0.90

Single stamp on first day cover C6
A177 580 ⊙ *only* *CHF 1.90*

Block of four on first day cover C6
A177 630 ⊙ *only* *CHF 4.90*



Folder/collection sheet
A177 640 ★
A177 650 ⊙ *CHF 1.80*

Sales
Philately: From 9.11.2017 to 31.12.2018
Post offices: From 16.11.2017, while stocks last

Validity
Unlimited from 16.11.2017

Printing
Offset, 4-colour, Gutenberg AG, Schaan, Liechtenstein

Sizes
Stamps: 40×32.5 mm
Sheetlet: 190×160 mm (4 rows of 4 stamps)

Paper
White stamp paper with optical brightener, matt gummed, 110 gm²

Perforation
13¼

Design
Lisa Behmel, Hünibach

First day cover motif

First day cancellation

The special heart-shaped sheet with six stamps is an ideal gift for your beloved that is sure to make their heart beat faster.

Secret **symbolic language**

Nobody knows who invented it, yet it is in danger of being forgotten – the secret language of stamps. From 1900 until the 1960s, this romantic notion was very popular among lovers.

Is the stamp on the envelope tilted to the right? Or is it perhaps upside-down? In days gone by, lovers could send each other secret messages this way.
The "Love" special stamps take up this romantic tradition and allow the senders of love notes to lend their messages greater weight. The special stamp with its deep red heart embossed with silver foil and a subtle rose symbolizes love in all its facets.

Here's what the main secret messages signify:
– Stamp straight: Thinking of you all the time.
– Stamp tilted to the left: The usual meeting place.
– Stamp tilted to the right: Passionate kisses!
– Stamp upside-down: I love you.
– Stamp on its side, tilted down to the left: Forever yours!
– Stamp on its side, tilted down to the right: I dreamt about you.

What does an upside-down stamp signify?

The special stamp is available in post offices in a set together with attractive double cards. The set contains four double cards, four covers and a block of four stamps.

Love

CHF 1.00

Order using the enclosed order form or at postshop.ch

Single stamp
A170 150 ★
A170 550 ⊙
CHF 1.00

Block of four
A170 160 ★
A170 560 ⊙
CHF 4.00

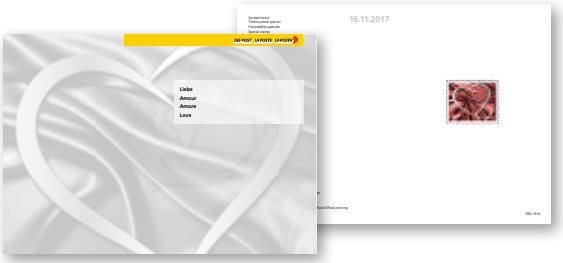
Sheet of 20 stamps
A170 111 ★
A170 511 ⊙
CHF 20.00

Special sheet of 6 stamps*
A170 990 ★ only
CHF 6.00

Unstamped cover C6
A170 700
CHF 0.90

Single stamp on first day cover C6
A170 580 ⊙ *only* *CHF 1.90*

Block of four on first day cover C6
A170 630 ⊙ *only* *CHF 4.90*



Folder/collection sheet
A170 640 ★
A170 650 ⊙ *CHF 1.80*

Key ★ = mint ⊙ = cancelled

Card set with covers and stamps*
Set of 4 A6 double cards, 4 C6 covers and 4 "Love" stamps (CHF 1.00) (not affixed)
A170 951 ★ *only* *CHF 9.80*

* These articles are not delivered as part of a standing order.

Sales
Philately: From 9.11.2017 to 31.12.2018
Post offices: From 16.11.2017, while stocks last

Validity
Unlimited from 16.11.2017

Printing
Offset, 4-colour, with foil; Joh. Enschedé, Haarlem, Netherlands

Sizes
Stamps: 33×28 mm
Sheetlet: 190×160 mm (4 rows of 5 stamps)
Special heart-shaped sheet: (2 rows of 3 stamps)

Paper
White stamp paper with optical brightener, matt gummed, 110 gm²

Perforation
13¼:14

Design
Benel Kallen, Münsingen

First day cover motif

First day cancellation

Scphila 17
in the music box village

The village of Sainte-Croix in the Vaudois Jura on the border with France can look back on a chequered history. It is known to this day for the music boxes produced there. This year the municipality is all set to play host to Stamp Day.

The front of the cover features an old photo of Sainte-Croix's railway station. The rear of the stamp shows Saint-Croix against the backdrop of the "Jura balcony"

Stamp Day has been the highlight of the year for philately aficionados for many a year. And 2017 will be no different, with the event taking place in the picturesque town of Sainte-Croix in Vaud's Jura mountains. The local club, the Société Philatélique Sainte-Croix, extends an invitation to all philatelists to come to the Centre sportif des Champs de la Joux.

The community of some 5,000 inhabitants is situated high up in the Vaudois Jura mountains and enjoys a fantastic panorama view of the "Jura balcony". After a boom in lace-making and watchmaking, the industrious inhabitants took up precision mechanics, with the first music boxes being produced in 1814. The miniature sheet issued by Swiss Post takes up this topic on one of the two special stamps depicting a detail of a music box. The second special stamp shows a view of the centre of Sainte-Croix, with Lake Neuchâtel in the background. The sheet also features rectangular elements in the colours of the local coat of arms, a picture of the comb teeth of a music box, plus a triangulation point.

Association cover with "Ancienne maison de Paroisse" motif with special cancellation.

Special cancellation

Official USPS product

Special cover C6 of the Union of Swiss Philatelists' Societies (USPS)
franked with the miniature sheet "Stamp Day 2017 Sainte-Croix" and cancelled with the special cancellation "1450 Sainte-Croix 24.–26.11.2017"
A172 581 ⊙ *only* *CHF 4.00*

This product is not delivered as part of a standing order.

scphila17 stamp exhibition, level III

Place: Centre sportif des Champs de la Joux, Sainte-Croix

Opening times of exhibition, stamp fair and special post office:

Friday 24.11.2017	10 a.m. to 6 p.m.
Saturday 25.11.2017	10 a.m. to 6 p.m.
Sunday 26.11.2017	10 a.m. to 6 p.m.

During the exhibition Swiss Post will operate a special post office which will use the special cancellation illustrated here.

Please send individual envelopes to the following address by no later than 31 October 2017: Post CH Ltd, PostalNetwork, Retail Logistics, Cancellation Service, "TdBM2017", Werkstrasse 41, 3250 Lyss.

Autograph session
On Saturday from 10 to 12 noon Tessa Gerster, the designer of the miniature sheet, will be signing autographs.

See scphila17.wifeo.com for further information (in French and German).

Order using the enclosed order form or at postshop.ch

Stamp Day 2017 Sainte-Croix

CHF 0.75 (0.50+0.25) Village • **CHF 0.75** (0.50+0.25) Music box

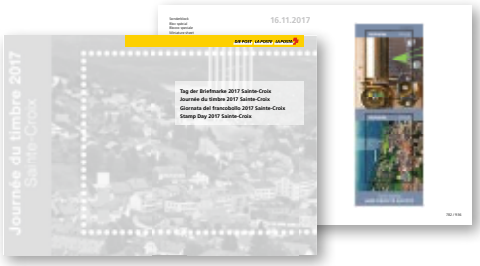
Miniature sheet
A172 315 ★
A172 815 ⊙
CHF 1.50

Picture postcard
Face value CHF 1.50 (2× 0.50+0.25) + 1.00 for the card
A172 841 ★
A172 846 ⊙
CHF 2.50

Miniature sheet on first day cover C6
A172 580 ⊙ *only* *CHF 2.40*

Key
★ = mint
⊙ = cancelled

Unstamped cover C6
A172 700
CHF 0.90



Folder/collection sheet
A172 640 ★
A172 650 ⊙ *CHF 2.30*

Sales
Philately: From 9.11.2017 to 31.12.2018
Post offices in Sainte-Croix region: From 16.11.2017, while stocks last

Validity
Unlimited from 16.11.2017

Printing
Offset, 5-colour; Cartor Security Printing La Loupe, France

Sizes
Miniature sheet: 125×45 mm
Stamps: 48.2×33 mm

Paper
White stamp paper with optical brightener, matt gummed, 110 gm²

Perforation
13¾:14½

Design
Tessa Gerster, Lausanne

First day cover motif

First day cancellation

Downtown Switzerland

Photo: Enrico Caccia

Zurich's main station features in the third part of the definitive stamp series "Swiss railway

Zurich main station is by far the largest and busiest station in Switzerland. It also handles the largest volume of traffic in the country. With around 3,000 trains per day it is even one of the most heavily used stations in the world.

The building, with its impressive hall and the lateral tract on the Bahnhofstrasse side, was built by the architect Jakob Friedrich Wanner in 1871. He constructed it under the influence of a design by the renowned architect Gottfried Semper. Semper lived in Zurich from 1855 to 1871, and during this period he was responsible for building what is now the Federal Institute of Technology (ETH). He was a representative of the Historicism and Renaissance Revival schools. The main entrance with its triumphal arch at the end of Bahnhofstrasse is typical of this style of architecture.

The station was erected in place of a previous building constructed in 1847 as the terminus for the Swiss Northern Railway (SNB). Informally known as the *Spanisch-Brötli-Bahn* (the Spanish rolls line), this line was the first railway to open in Switzerland.

The station has undergone numerous refurbishments and expansions. Latterly the terminal station was extended to create the two subterranean through stations of Museumstrasse (1990) and Löwenstrasse (2014).

Swiss railway stations

CHF 4.00 Zurich

Order using the enclosed order form or at postshop.ch

Single stamp
A176 150 ★
A176 550 ⊙
CHF 4.00

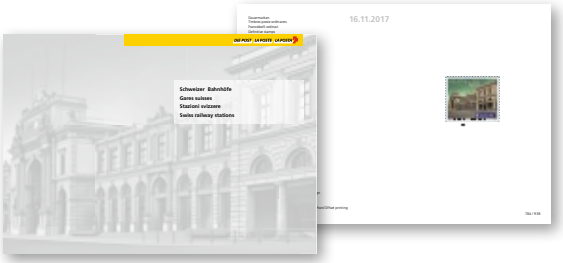
Block of four
A176 160 ★
A176 560 ⊙
CHF 16.00

Sheet of 10 stamps
4.00 Zurich
A176 361 ★
A176 381 ⊙
CHF 40.00

Unstamped cover C6
A176 700
CHF 0.90

Single stamp on first day cover C6
A176 580 ⊙ *only* *CHF 4.90*

Block of four on first day cover C6
A176 630 ⊙ *only* *CHF 16.90*



Folder/collection sheet
A176 640 ★
A176 650 ⊙ *CHF 4.80*

Folder with 5 stamps*
A176 990 ⊙ *only* *CHF 19.00*

* This product is not delivered as part of a standing order.

Key ★ = mint ⊙ = cancelled

Sales
Philately: From 9.11.2017
Post offices: From 16.11.2017
until further notice

Validity
Unlimited from 16.11.2017

Printing
Offset, 5-colour; Joh. Enschedé, Haarlem, Netherlands

Sizes
Sheetlet: 82×198 mm (open), 82×99 mm (folded); 5 rows of 2 stamps

Paper
White stamp paper with optical brightener, self-adhesive, on backing paper, 196 gm²

Perforation
Serpentine cut (4 sides)

Design
Marc Weller, Berne

First day cover motif

First day cancellation

Folder and binder for collecting the set

With this definitive stamp series launched last year, we are continuing a wonderful collection. Over three years (2016–2019), the "Swiss railway stations" stamps will replace the various other definitive stamp motifs. Continue with us on a fascinating journey through Swiss railway station architecture.

2017 folder with 5 stamps

Folder for 2017
The second issue in the set contains plenty of fascinating information about the Appenzell, Interlaken Ost, Scuol Tarasp, Zug and Zurich railway stations. Learn the stories behind these impressive historic buildings. The glossy folder incorporating the architectural highlights of the stations and containing the five cancelled definitive stamps is a real "must have", and not just for philatelists.
Accompanied by explanatory text, this high-quality printed product is attractively designed by the actual stamp artists themselves. The handy six-page fold-out fits perfectly in the binder.

Binder
Made of high-quality cardboard, the binder incorporates a practical sleeve to hold the three folders and echoes the design of the definitive stamps. It provides excellent protection for all three folder issues (2016, 2017 and 2018) for storage and archival purposes.

Preferential offer
Perhaps you missed the start of the series last year? No problem. We can help get you started with a special offer on the collector's series as a set. For CHF 42.00 you will receive both folders (issue years 2016 and 2017) with the binder as a set, saving 10% on the individual prices.

Folder and binder Swiss railway stations

2016 folder with 5 stamps
A109 990 ⊙ *only* *CHF 19.00*

2017 folder with 5 stamps
A176 990 ⊙ *only* *CHF 19.00*

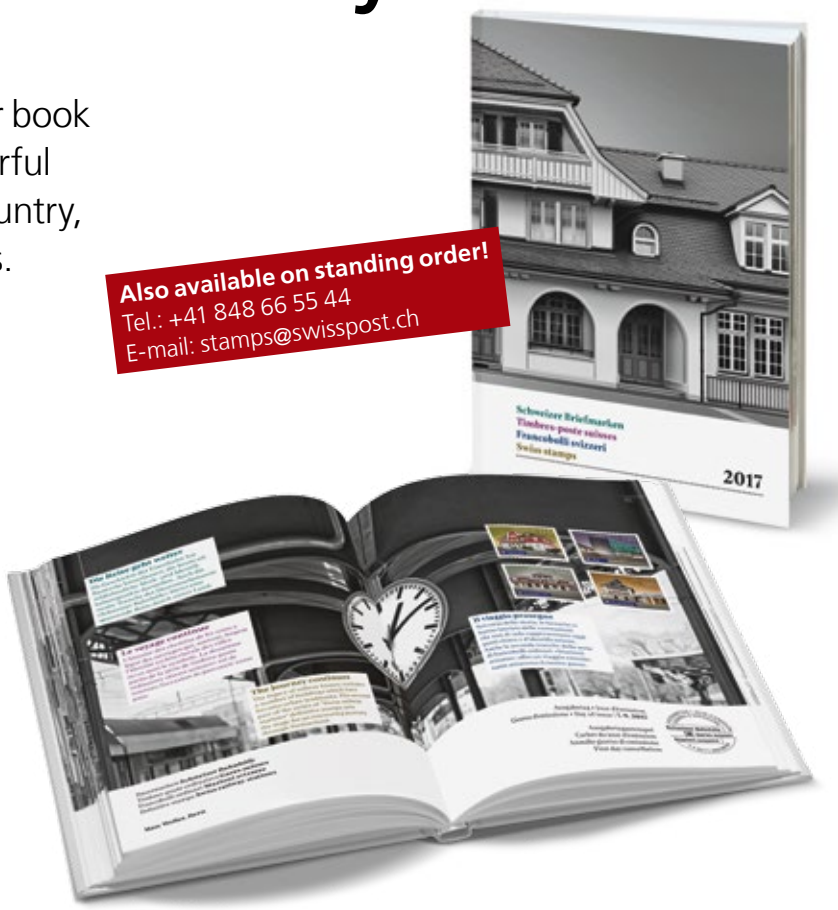
Binder
A109 991 *CHF 9.00*

Folder and binder as a set
(includes the two folders for 2016 and 2017)
A176 993 ⊙ *only* *CHF 42.00*

These products are not delivered as part of a standing order.

Switzerland in all its variety

This year too, the collection in the year book of Swiss stamps takes us on a wonderful journey through our richly diverse country, its stories, institutions and attractions.



Also available on standing order!
Tel.: +41 848 66 55 44
E-mail: stamps@swisspost.ch

The 2017 year book presents 50 original "facets of Switzerland", for example the miniature sheet featuring the Creux du Van, the impressive rock formation on the border between the cantons of Neuchâtel and Vaud. Superb photography really makes this miniature work of art stand out. In contrast, the illustration of the Churfirsten mountain range above Walensee is rather different. In this case, the three-dimensional impression is achieved by meticulously hand-crafting with coloured pencils.
The history of Switzerland is highlighted in the form of the great peace-broker Niklaus von Flüe (1417–1487). Of equal historical importance are the five new motifs continuing the definitive stamp series "Swiss railway stations". A very special miniature sheet is dedicated to the quince, fruit of the year in 2017. When touched, the stamp gives off the seductive fragrance of this fascinating culinary fruit. The "Quince scent" miniature sheet also features as this year's black print.
But this short summary can include just a few of the many highlights of the year book. On over 100 pages, it presents all Swiss stamps issued in 2017 plus all first day cancellations for the year. As a document of our times, it is a treat with which you can give yourself and your loved ones much pleasure and a little piece of Switzerland for just CHF 69.00.

2017 year book of Swiss stamps

Representing a valuable record of our times, the year book presents all Swiss stamps and first day cancellations for 2017, along with an exclusive black print, on over 100 pages in four languages (Ge/Fr/It/En).
A180 830 ★
A180 831 ⊙ *CHF 69.00*

Key ★ = mint ⊙ = cancelled

Photo: iStock

Awakening memories

Another pair of motifs rounds out the Pro Juventute "At school" series, started in 2016. The nostalgically styled illustrations are intended to evoke memories of one's own schooldays.

Pro Juventute stamps with a surcharge have existed since 1914. They have been popular collector's items for many years. The surcharge is used to support child and youth projects run by Pro Juventute, such as their 147 helpline for children and adolescents for example.

The "At school" series was launched with two motifs featuring "breaktime" and "lessons". Two new stamps now continue and conclude the series. The B Mail motif depicts a class with their teacher in a geography lesson – an important subject in an era of globalization. The A Mail stamp shows a class singing Christmas carols to represent the socializing aspect of school. The nostalgic style of illustration, reminiscent of the eighties, was retained. It conjures up an intact world. Not because everything was better back then, but because memories of one's own schooldays tend to soften difficult moments and focus on the carefree times. The stamps were designed by Bülach-based illustrator Christian Kitzmüller, the winner of the 2016 Pro Juventute design competition.

Handy wallet-sized stamp booklet with six A Mail and six B Mail stamps.

Order using the enclosed order form or at postshop.ch

Pro Juventute

CHF 1.25 (0.85+0.40) Geography • **CHF 1.50** (1.00+0.50) Singing

Set
A171 150 ★
A171 550 ⊙
CHF 2.75

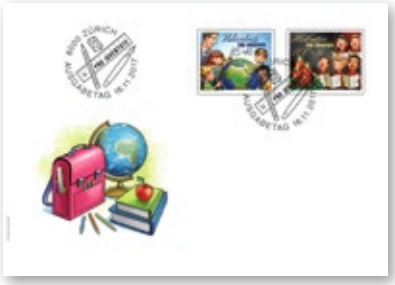
Set of blocks of four
A171 160 ★
A171 560 ⊙
CHF 11.00

Sheet of 10 stamps

1.25 Geography
A171 361 ★
A171 381 ⊙
CHF 12.50

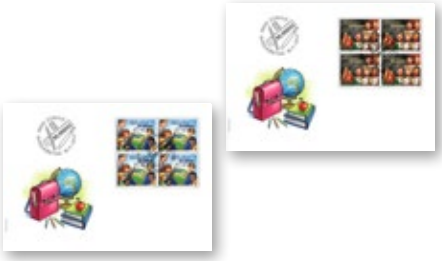
1.50 Singing
A171 362 ★
A171 382 ⊙
CHF 15.00

Key ★ = mint ⊙ = cancelled



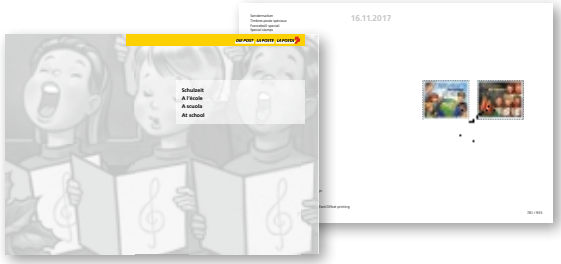
Set on first day cover C6
A171 580 ⊙ *only* *CHF 3.65*

Single stamp on first day cover C6
(2 covers)
A171 600 ⊙ *only* *CHF 4.55*



Block of four on first day cover C6
(2 covers)
A171 630 ⊙ *only* *CHF 12.80*

Unstamped cover C6
A171 700
CHF 0.90



Folder/collection sheet
A171 640 ★
A171 650 ⊙ *CHF 3.55*

Stamp booklet
6 self-adhesive stamps with a value of CHF 0.85+0.40 featuring the "Geography" motif plus 6 self-adhesive stamps with a value of CHF 1.00+0.50 featuring the "Singing" motif.
A171 300 ★
A171 800 ⊙ *CHF 16.50*

Sales
Philately: From 9.11.2017 to 30.6.2018
Post offices: From 16.11.2017 to 31.1.2018, while stocks last

Validity
Unlimited from 16.11.2017

Printing
Offset, 4-colour; Joh. Enschedé, Haarlem, Netherlands

Sizes
Sheetlet: 82×198 mm (open), 82×99 mm (folded); 5 rows of 2 stamps
Stamp booklet: 254×62 mm (open), 86×62 mm (folded)

Paper
White stamp paper with optical brightener, self-adhesive, on backing paper
Sheet: 196 gm² / stamp booklet: 220 gm²

Perforation
Serpentine cut (4 sides)

Design
Christian Kitzmüller, Bülach

First day cover motif

First day cancellation

A thank you to our subscribers

Once again, Swiss Post would like to say thank you to all its stamp and postmark subscribers for their long-standing loyalty.

This year's folder contains the original "Quince scent" miniature sheet as featured in issue 3/17 published on 7 September 2017. Only a limited edition of the sheet, which gives off the delicate fragrance of the quince, was produced. The miniature sheet was presented in Focus on stamps 3/17.

Subscribers will receive their gift with issue 4/17 or with their 2017 annual order as applicable. This folder is not available to buy!

If you would like one of these desirable collector's items but do not yet have a subscription, then don't delay – take out a standing order today and receive the folder as a gift.

Our Customer Service would be happy to help.
Tel.: +41 848 66 55 44,
e-mail: stamps@post.ch

We hope you continue to enjoy collecting Swiss stamps.

Colourful stamps
selected for you

Annual and special products

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Set of single stamps, 4/2017 edition
The single stamps, sets and the miniature sheet in the 4/2017 issue dated 16.11.2017 are displayed on a free A5 backing card with a protective cellophane wrapping.
A169 150 ★
A169 550 ⊙ *CHF 15.60*

2017 year set
All Swiss stamps for 2017, clearly laid out on four handy display cards with transparent protective sleeve.
A179 320 ★
A179 820 ⊙ *CHF 60.25*

Set of first day covers, 4/2017 edition
The first day covers with individual stamps, sets and miniature sheets in the 4/2017 issue of 16.11.2017 are combined in one free cover.
A169 580 ⊙ *only* *CHF 21.00*

2017 year set of first day covers
All 28 first day covers (FDCs) for 2017 – including the single stamps, sets or miniature sheets with the respective first day cancellations.
A179 530 ⊙ *only* *CHF 85.85*

Key ★ = mint ⊙ = cancelled

Stamp collector starter set

Everything you need for collecting stamps packed in a yellow rucksack (41×33 cm):

– Collection poster with instructions on how to collect stamps (A3)
– Display cards
– Drying book
– Magnifying glass
– Tweezers
– Perforation gauge
– Used stamps for soaking off
– Stamp catalogue
– Information about subscribing

1558 901 (German) *CHF 29.00*

The Stamp collector starter set can only be delivered in Switzerland and Liechtenstein.

2018 stamp catalogues

Zumstein
Switzerland/Liechtenstein/UN Geneva
German/French
A168 725 *CHF 35.00*

Swiss Stamp Dealers Assoc.
Switzerland / Liechtenstein/UN Geneva
German/French
A168 787 *CHF 37.00*

The stamp catalogues are only available in Switzerland and Liechtenstein.

1

Jubilee commemorative Swiss coin

„125 years railway Brienz-Rothorn“!

Ø 30 mm

- Swiss art of coinage with four-color enamel plating „125 years railway Brienz-Rothorn“!
- Worldwide limited edition of 5.000 samples!
- You pay only Fr. 5.- instead of Fr. 19.95!

only **Fr. 5.-**
instead of Fr. 19.95

Swiss commemorative coin with mineral glass core „Last Swissair scheduled flight 15 years ago“!

The last Swissair scheduled flight SR145 coming from Sao Paulo landed in Zurich April 1st 2002, 15 years ago. With this worldwide limited Swiss commemorative coin with mineral glass core, we dignify in a special way the last swissair flight back to the home country Switzerland.

2.

only **Fr. 14.90**
instead of Fr. 69.90

- World innovation for the last Swissair flight SR145 from Sao Paulo to Zurich! With four-color mineral glass core!
- Subject: visible from both sides!
- Limited edition: only 2.000 samples!

3

First „Lederhosen“-stamp with Swarovski crystals!

New!

Austria,
Nominal value: € 6,30,
Original size:
35 x 42 mm

Official leather stamp from Austria in Tyrolean leather trousers-shape, decorated with 6 (!) Swarovski crystals!

only **Fr. 12.90**

4

The first glass stamp!

Original size: 32 x 45 x 2 mm

- New special stamp from Austria „Virgin of Pity under the Cross“! (in mint condition)
- Official limited edition of only 140.000 samples!

only **Fr. 9.90**

5

First embroidery-stamp dirndl-shaped!

- The first official embroidery-stamp from Austria, dirndl-shaped!
- About forty meters of thread have been used to realise this tiny philatelic piece of art!
- Fine new quality!

Original size: 31 x 50 mm

only **Fr. 9.90**

My order

Yes, please send me following start editions and monthly another edition from the respective collection without obligation and for inspection. I do have a refund policy of 14 days for all deliveries!

1. ___ x Swiss art of coinage with four-color enamel plating **„125 years railway Brienz-Rothorn“** for **only Fr. 5.-!**
2. ___ x Swiss commemorative coin with mineral glass core **„Last Swissair scheduled flight 15 years ago“** for **only Fr. 14.90!**
3. ___ x **First leather stamp in leather trousers-shape** with 6 Swarovski crystals (new) for **only Fr. 12.90!**
4. ___ x **First glass stamp** „Virgin of Pity under the cross“ (new) for **only Fr. 9.90!**
5. ___ x **First embroidery-stamp dirndl-shaped** (new) for **only Fr. 9.90!**
6. ___ x Silver stamp **„170 years Mauritius“** (999/1000 fine silver, proof) for **only Fr. 10.-!**
7. ___ x Swiss silver coin **„Matterhorn“** (999/1000 fine silver, 20 grams, proof) for **only Fr. 20.-** instead of Fr. 89.90!

Please fill in your name and address!

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Address/number

Postcode/place

Date of birth

Phone number

X Signature n4f/baxb

Trust guarantee:
Of course you can cancel your order at any time without problems. Just send a letter, e-mail, fax or phone us.

(Delivery excl. postage costs - postage, packing, insurance - Sold out reserve)

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Hardhofstrasse 15
8424 Embrach ZH
or fax: 044 865 70 85
E-Mail: service@srh-ltd.ch

Swiss silver coin „Matterhorn“

7.

Ø 40 mm

Fr. 20.-
instead of Fr. 89.90

The most famous stamp of the world

„170 years Mauritius“ in 999/1000 fine silver!

Original size: 21 x 25 mm

only **Fr. 10.-**

6.

- This silver stamp (999/1000 fine silver) has been modelled original faithful on the real stamp „Blue Mauritius“!
- Highest quality of coinage: proof!
- Restricted edition: only 5.000 pieces!